

Amendment to the Claims:

This listing of the claims will replace all prior versions, and listings of claims in the application.

Listing of Claims:

1. (Currently amended) A computer system for generating personal homepages, comprising:

an application server comprising a content management server and a content delivery server, said content management server including a homepage template; and a database of personal data for members of a sales force, the database in communication with the application server,

wherein the personal data for the members of the sales force is accessible to the application server to automatically populate said homepage template, which generates a personal homepage accessible through a ~~publicly distributed network~~ the Internet; and,

wherein the personal database includes employment status data indicative of the employment status of the members and said application server includes a component for recognizing said employment status data wherein the personal homepage for said member is disabled from any viewing on the ~~publicly distributed network~~ Internet when said employment status data indicates the member is not employed by an organization.

2. (Original) The computer system of Claim 1, further comprising a production server in communication with the application server and the database, said production server configured to generate and store homepages.

3. (Original) The computer system of Claim 2, further comprising an additional server in contact with the database and the production server and configured to generate, develop, test, store, or experiment with personal homepages.

4. (Cancelled).
5. (Original) The computer system of claim 1, wherein the personal data includes biographical information.
6. (Original) The computer system of Claim 1, wherein the personal data includes photos of the members.
7. (Previously presented) The computer system of Claim 1, wherein the personal homepage includes personal data for a plurality of members of the sales force making up a sales team, the sales team being a subset of the sales force.
8. (Previously presented). The computer system of Claim 7, wherein the homepages generated for the sales team is populated with a single point of contact.
9. (Original) The computer system of Claim 1, wherein the application server includes a database containing pre-selected information from one or more of a business philosophy, offered products and offered services, and said pre-selected information is available to populate the homepage.
10. (Original) The computer system of Claim 1, further comprising live information content servers in communication with the application servers, wherein said live information may be selected to populate the homepage.
11. (Original) The computer system of Claim 10, wherein said live information comprises at least one of news reports, market updates, local seminars, investor information, and lifestyle information.

12. (Original) The computer system of Claim 1, wherein the members of the sales force are financial consultants, and the organization is a retail investment broker.

13. (Original) The computer system of Claim 12, further comprising information on selected financial products or services.

14. (Currently amended) A method of automatically generating customized personal Web homepages for members of a sales force of an organization using a computer system including a human resource database resident to a privately accessible network, the method comprising the steps of:

- providing an existing human resources database loaded with personal data for members of a sales force;

- defining a template for a personal homepage;

- identifying a member of the sales force;

- retrieving from the human resources database personal data associated with the identified member of the sales force;

- automatically generating a personal homepage for the identified member by populating the template with the personal data retrieved from the human resources database; and,

- making said personal homepage accessible through a publicly distributed network the Internet [.]

- periodically retrieving updated personal data from the human resources database and updating said personal homepage with the updated personal data; and,

- automatically disabling the personal homepage for any viewing on the Internet when said updated personal data includes data indicating that the member is not employed by the organization.

15. (Original) The method of Claim 14, wherein said member of a sales force is a financial consultant for an investment broker.

16. (Previously presented) The method of Claim 14, further comprising reviewing said personal homepage for approval before said making said personal homepage available for viewing through the Internet.

17. (Cancelled).

18. (Cancelled).

19. (Original) The method of Claim 14, wherein the personal homepage includes personal data of more than one member of the sales force who work for a sales team.

20. (Original) The method of Claim 14, wherein the personal data includes biographical information describing the members.

21. (Original) The method of Claim 14, wherein the personal data includes photos or images of the members.

22. (Previously presented) The method of Claim 14, wherein the personal homepage is associated with a member who is a manager of a branch office, and the homepage generated represents the branch office of the organization.

23. (Previously presented) The method of Claim 14, further comprising selecting at least one live information content from a plurality of predetermined information content sources in communication with the computer system, automatically populating the personal homepage with the selected information content.

24. (Previously presented) The method of Claim 14, further comprising populating said home page with descriptive information about said member wherein said descriptive information is input into the system by said member or said descriptive

information is selected from a predetermined list of descriptive information in the system.

25. (Original) The method of Claim 24, wherein said descriptive information includes information to enhance customer perception of the qualifications of the member of the sales force.

26. (Original) The method of Claim 24, wherein said descriptive information includes information on products or services available from said member.